Week 1

Loop Briefing

Based on research led enquiry and experimentation, you are asked to develop a name, concept and visual language to create a short looping animation appropriate to promote a contemporary dance event,

Size: 1080×1350px (4:5 ratio)
Duration: 3 seconds to 3 minutes

Event of Choice: Butoh

Event description: A Butoh performance by a contemporary act engaging with and inspired by the surroundings of the newspaper printing machinery at Printworks.
Time & date: 8pm, 1st April 2024
Venue: Printworks

Week 1

Timeline

Week 1 Research	Week 2 Experimenting / First drafts	Week 3 Refining	Week 4 Finalizing and final changes

I made a rough timeline for this project. My whole process was divided into four parts for four week, each being equally important for the final outcome.

Week 1 Research

- founder Hijikata Tatsumi viewed the formalisation of butoh with "distress"

- Butoh originated in Japan with a performance called Kinjiki by Tatsumi Hijikata in 1959

- It explored the taboo of homosexuality and ended with a live chicken being held between the legs of Kazuo Ohno's son Yoshito Ohno, after which Hijikata chased Yoshito off the stage in darkness. Mainly as a result of the audience outrage over this piece, Hijikata was banned from the festival, establishing him as an iconoclast.

- While 'Ankoku Butoh' can be said to have possessed a very precise method and philosophy (perhaps it could be called 'inherited butoh'), I regard present-day butoh as a 'tendency' that depends not only on Hijikata's philosophical legacy but also on the development of new and diverse modes of expression. The 'tendency' that I speak of involved extricating the pure life which is dormant in our bodies.[13]

Fighting rhythm with Butoh - Deeply Human,...

YouTube

- Hijikata used the term **"Ankoku-Buyou"** (暗黒舞踊, dance of darkness) to describe his dance

Week 1
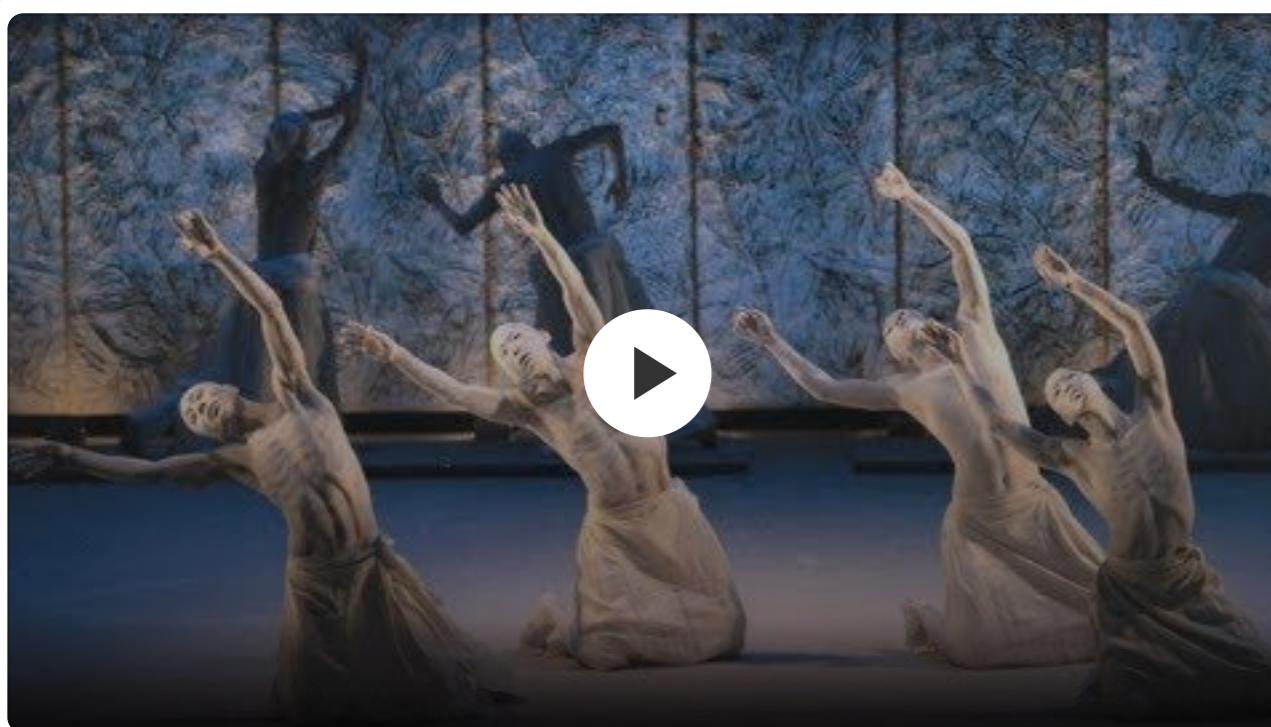
Research

SANKAI JUKU Official digest movie "MEGURI" 山...

YouTube

What is Butoh? | Gadu Doushin

YouTube
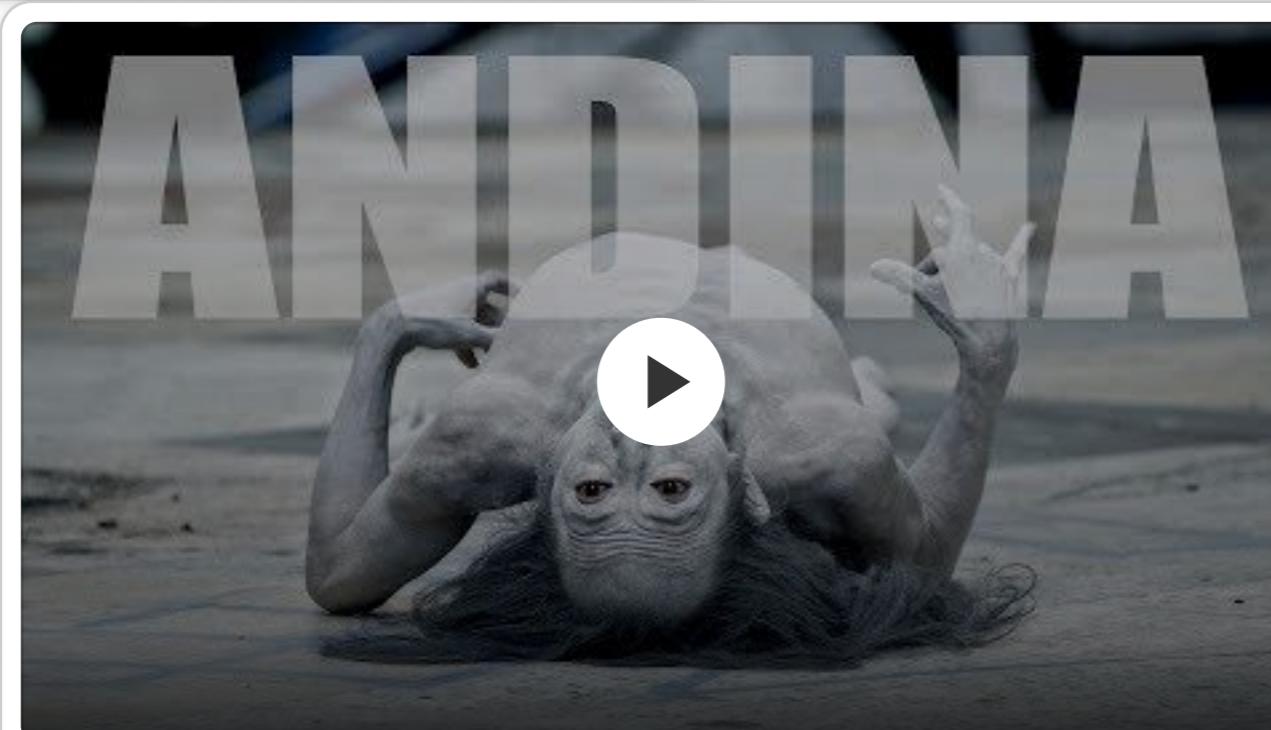
ANDINA: STAY LO X ATSUSHI TAKENOUCHI

YouTube

舞踏 Butoh Dance | Hijikata Three Chapters (土方...

YouTube

Week 2

Unsettling

Research
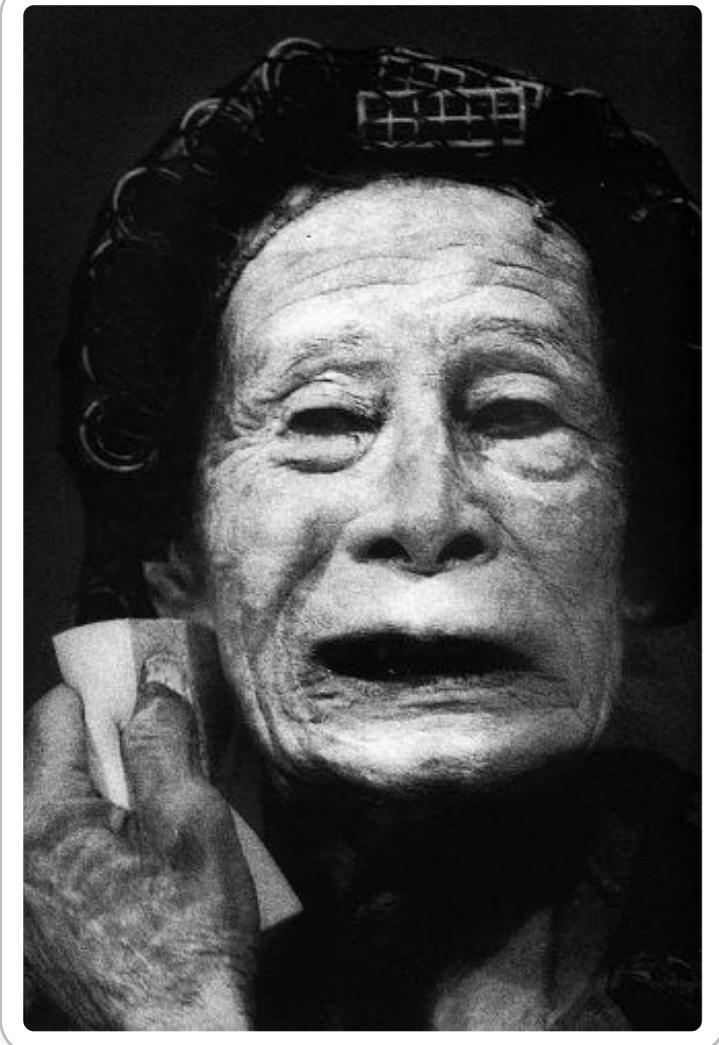
Intense

Dark
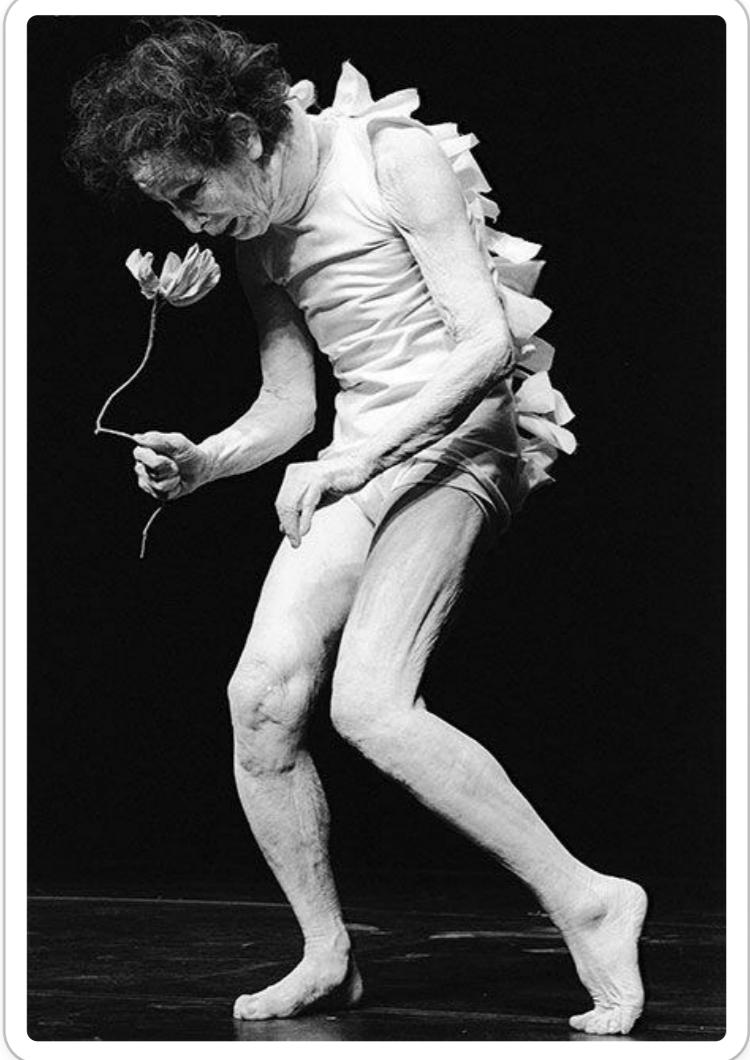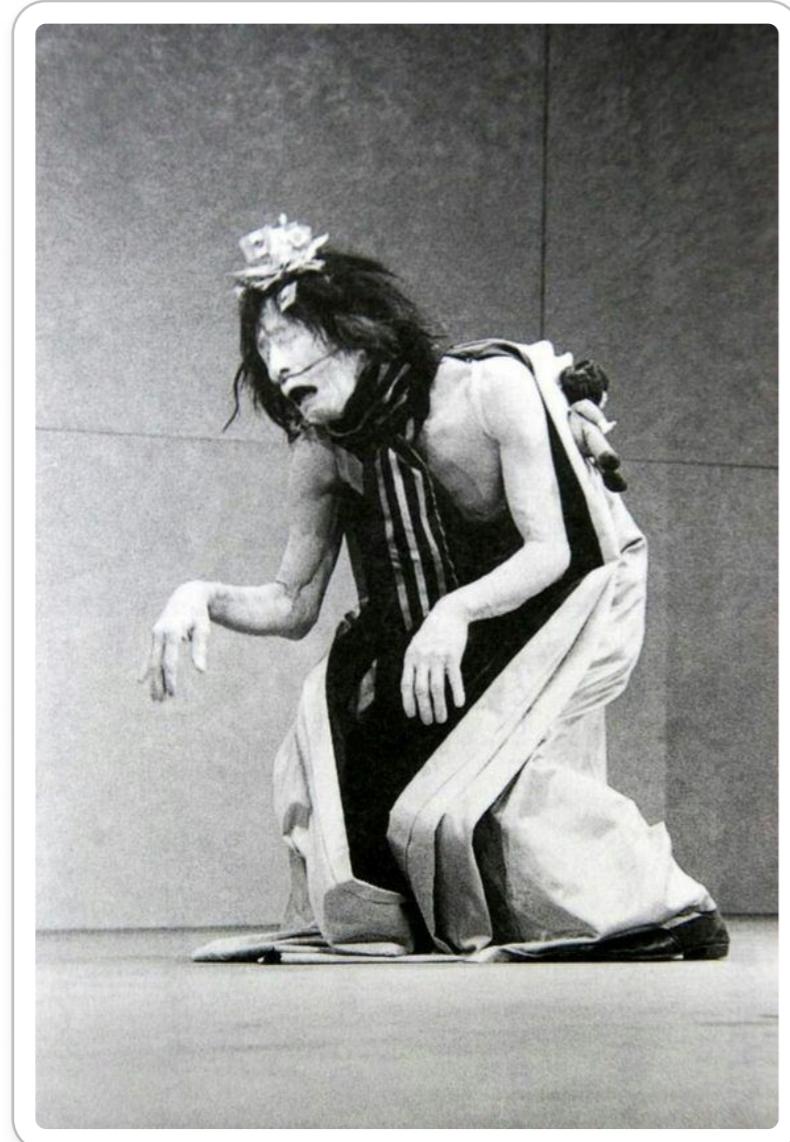
Eerie
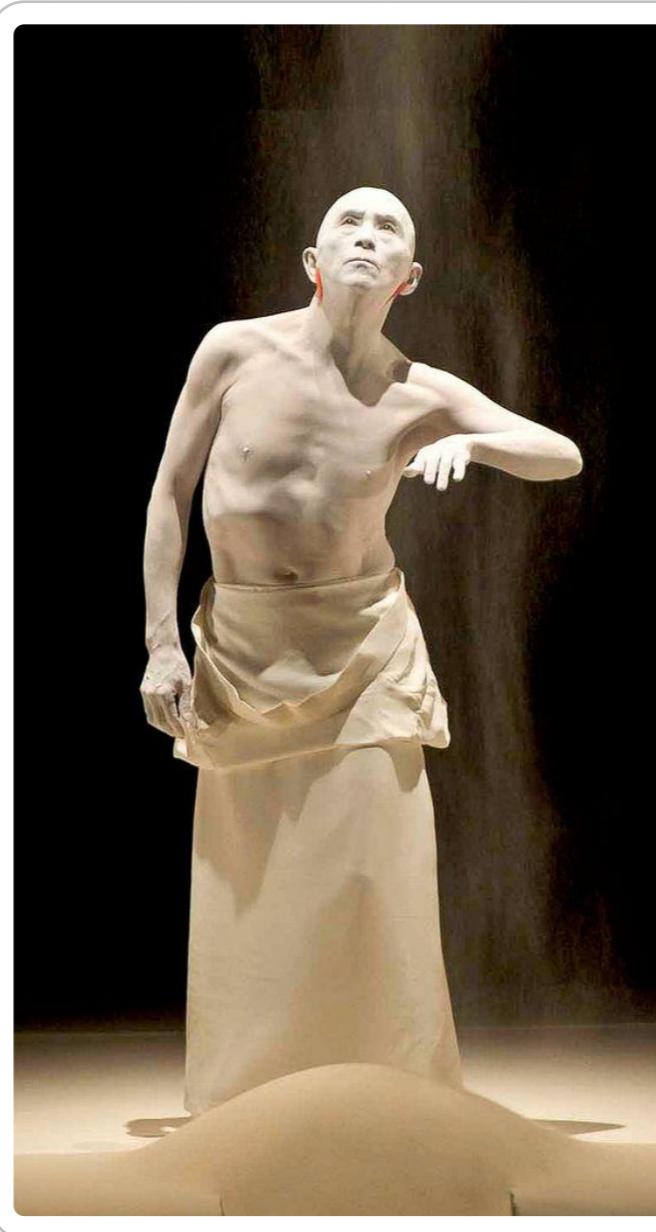
Unconventional

Experimental
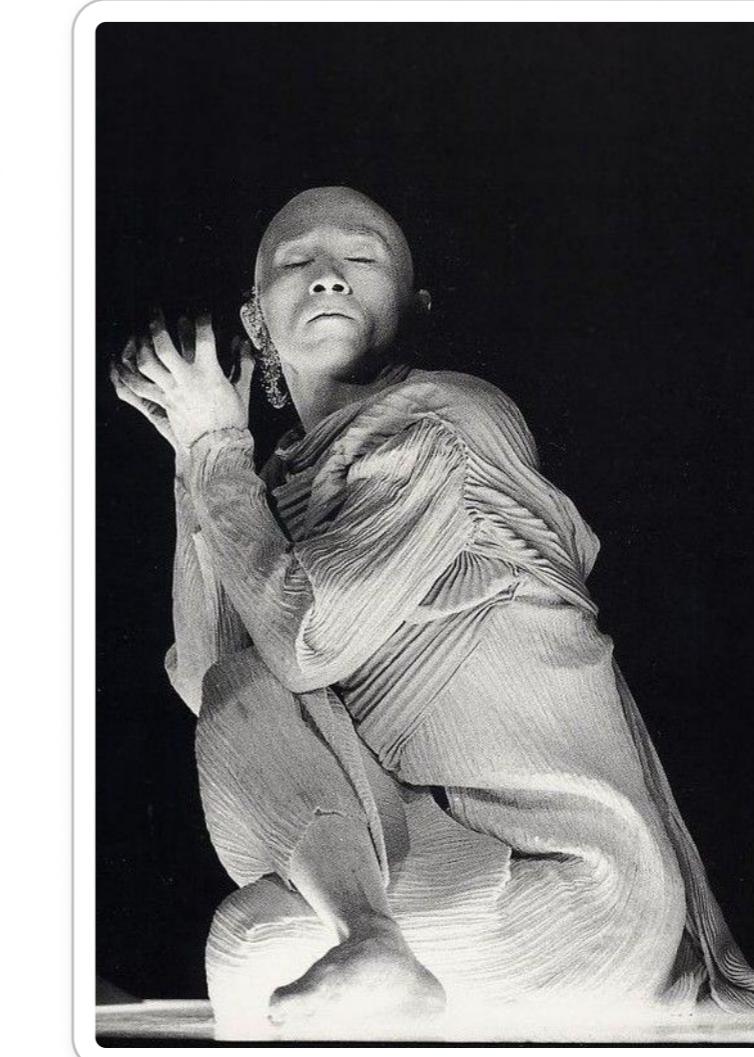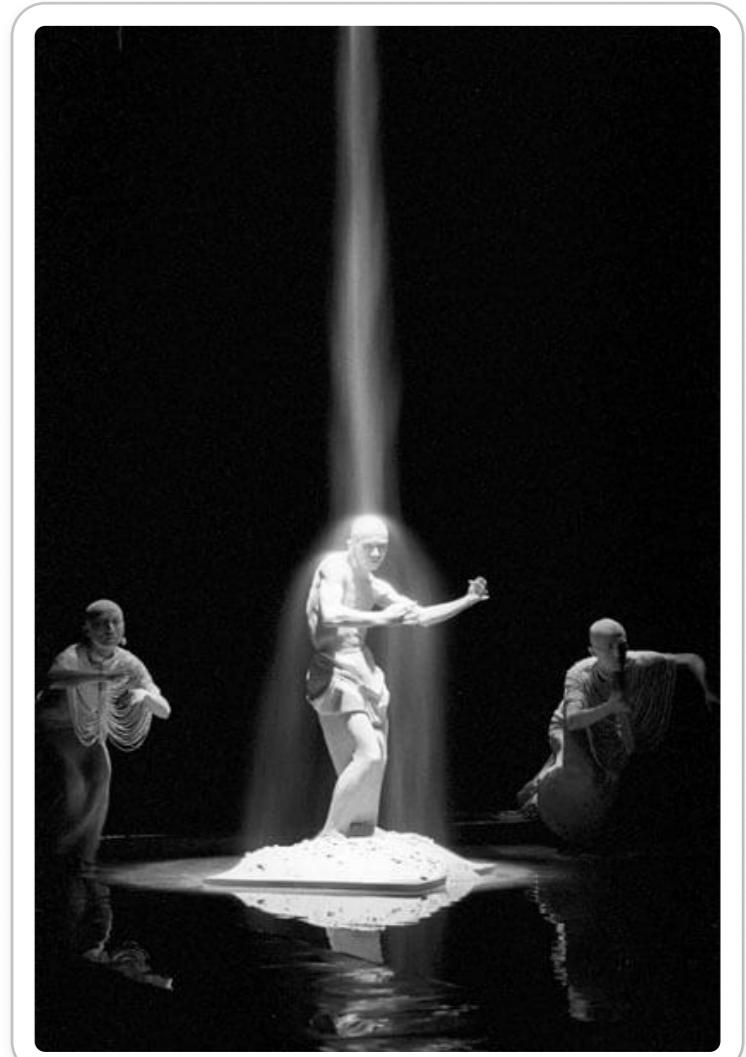
Emotional
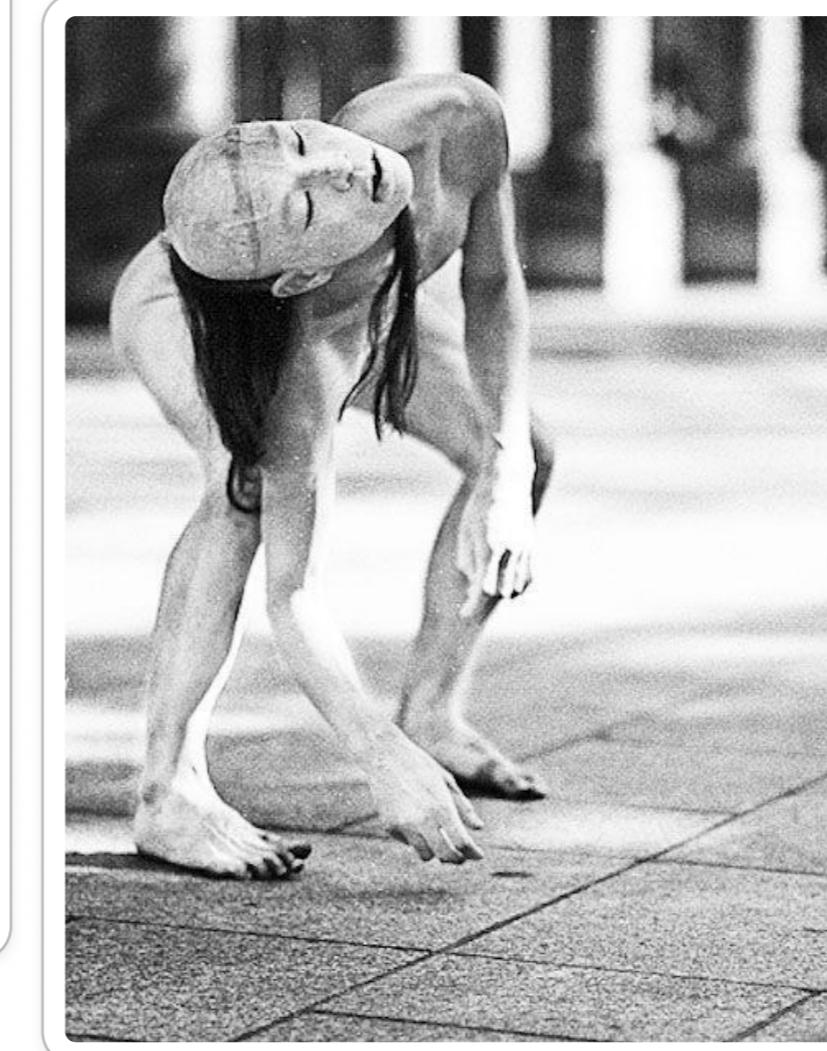
29 Jan, 2024

Week 2

First Draft

Butoh First Draft 🔗

Week 2

Butoh First Draft 🔗

Evocative

bringing strong images, memories, or feelings to mind.

The first draft features the word Evocative with a strong vertically moving animation. The animation is supposed to be expressive and Dark, representing the butoh dance.

Times New Roman is the typeface I selected, The typeface is very easy to play with and it visualizes Butoh quiet effectively. This draft was also a part of the Loop: Describe exercise.

I decided to focus on the center piece animation for the first week, I experimented with different After Effects tools as the tool was new to me.

Week 2

After Effects Workspace
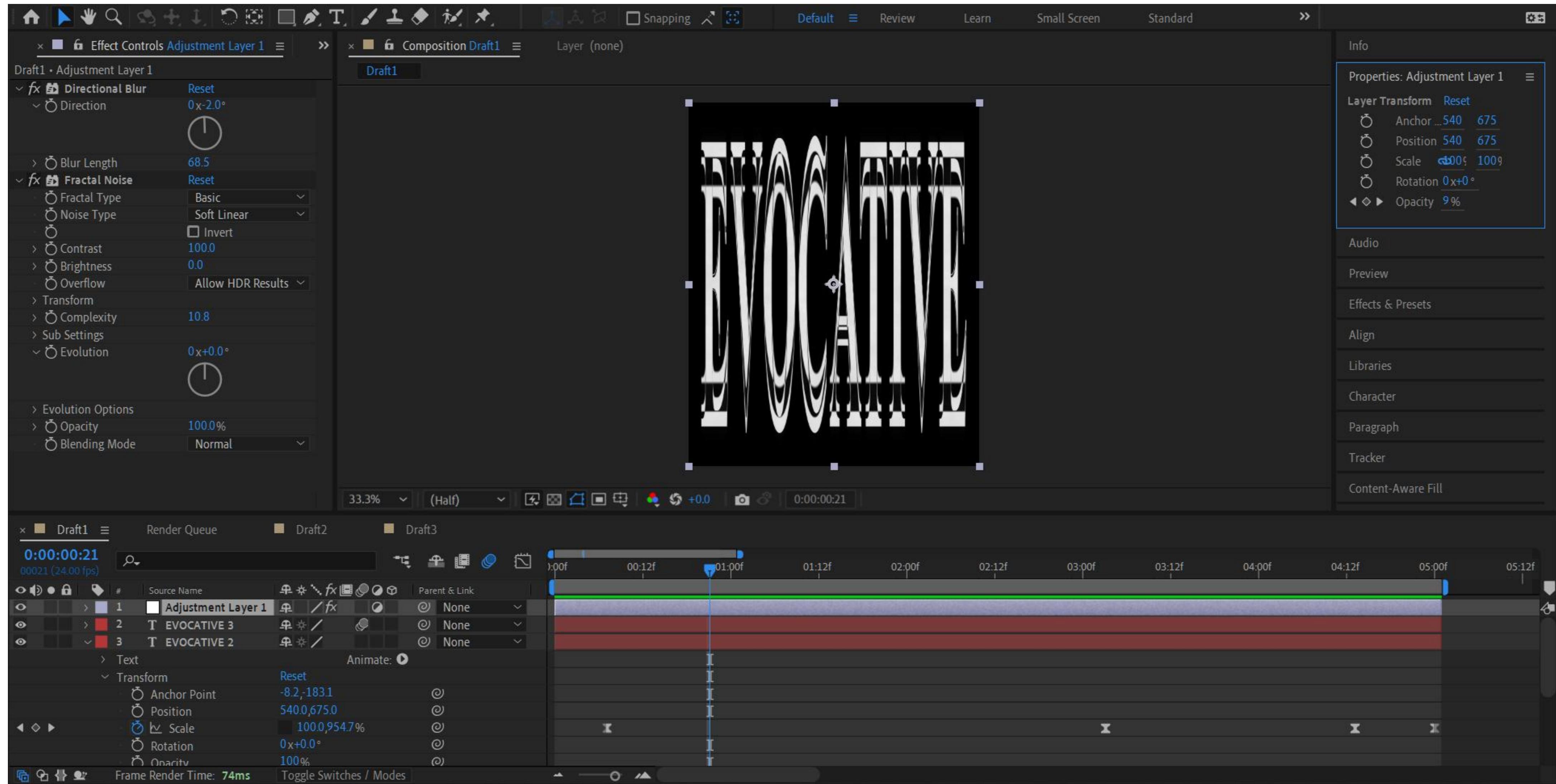
Week 2

30 Jan, 2024

Second Draft

Butoh Second Draft 🔗

Butoh Second Draft 🔗

Ankoku-Buyou

Translated from Japanese, Ankoku-Buyou means Dance of Darkness. Tatsumi Hijikata (one of the butoh's co-founders), used this term to describe the dance

   Second draft is an extension of the first draft with a more refined animation and additional information like date, time, venue and artists.

   The secondary information was laid out in a balanced layout, their position was intentionally placed to mimic standard date position in a letter which is easy for viewer to navigate. same with performers name and venue. I experimented with layout a lot, including different fonts, positions and animations.
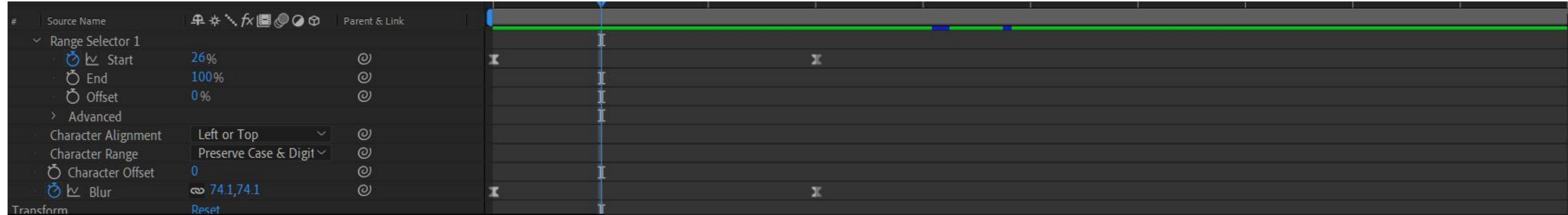
This is how I achieved the revealing blur effect in After Effects. I used easy-ease to smooth out the animations. I tried to create some effects using opacity and position keyframes but I was to complex for a secondary piece of content

Blurred appearing text was intended to look like the text is appearing from fog, which is very butoh-like. It gives the text a mysterious vibe which is in theme with butoh dance.

Center layout that I felt was fitting with the theme but was too basic and unconventional 👉

20:00
1 APRIL 2024

ANKOKU
BUYOU

Kazuo Ohno & Tatsumi Hijikata
at Printworks

Final Draft

Butoh Final Draft 🔗

Week 3

Butoh Final Draft 🔗

Final Refinements

The final outcome went through some major refinements. The animation was smoothed out. The secondary text was reverted to original layout from the first draft and made static, the animation unnecessary and distracting from primary information.

Added blur and simple choker to the text (Thanks to Richard for all the help) to create a simple yet expressive effect. I duplicated the layers and set an offset between the keyframes and applied the difference blend mode to achieve this effect.

Also I added an adjustment layer on top of the main animation to create a wipe blob thing which added much more character to the whole poster keeping the butoh theme intact.

Week 3

Frames from the final draft.

The main animation is a mixture of slow but varied movements which I noticed a lot in butoh. Black and white colours also fit in with butoh.

Overall, I feel confident with the outcome. I feel like I could have done better if I was familiar with after effects and its tools. but I am happy with what I created and It defiantly feels "Butoh".

Week 3

I also decided to add sound to my poster.
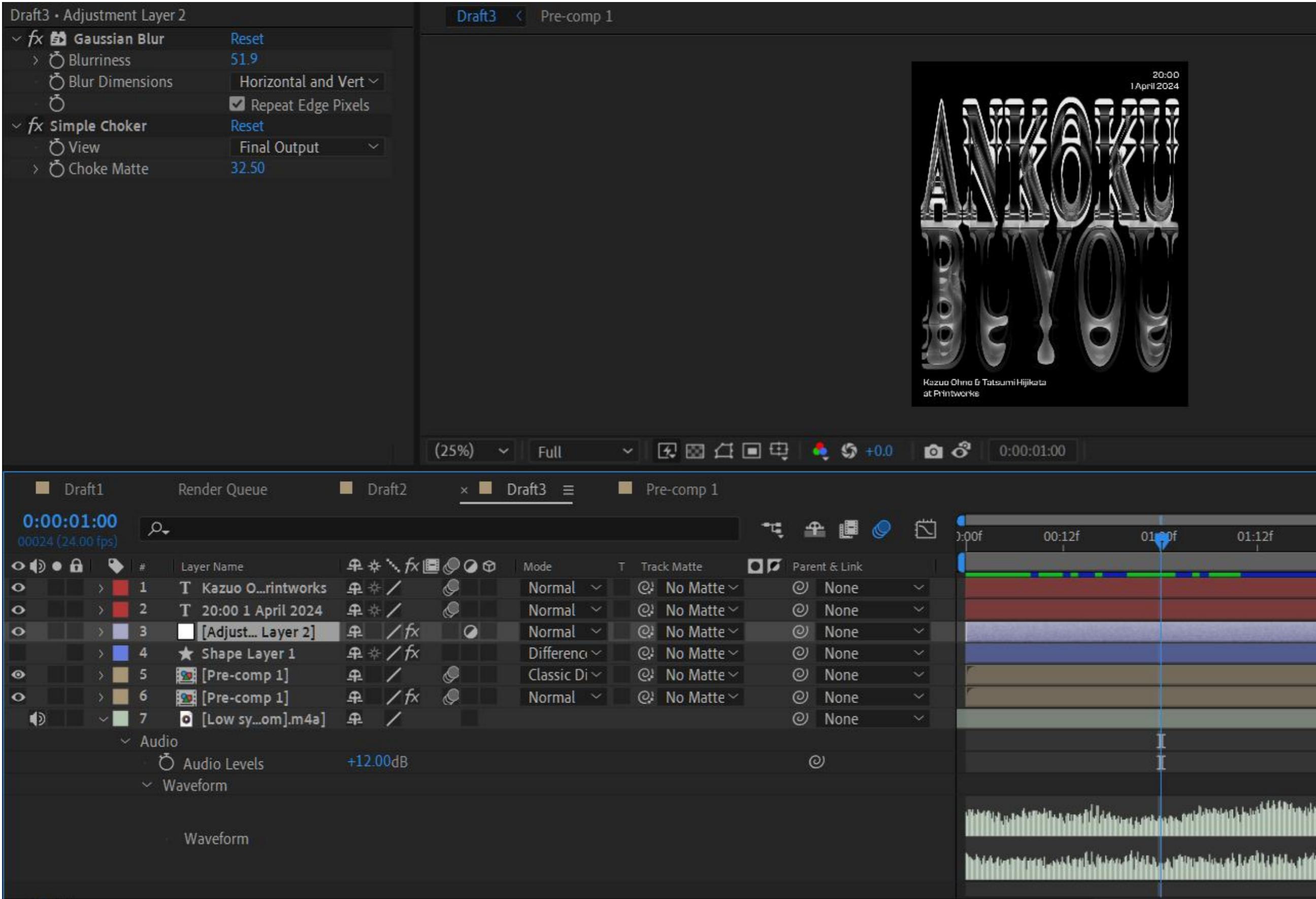
Snapshot of the effects used

I added a single low synth note to again, support the eerie/dark theme
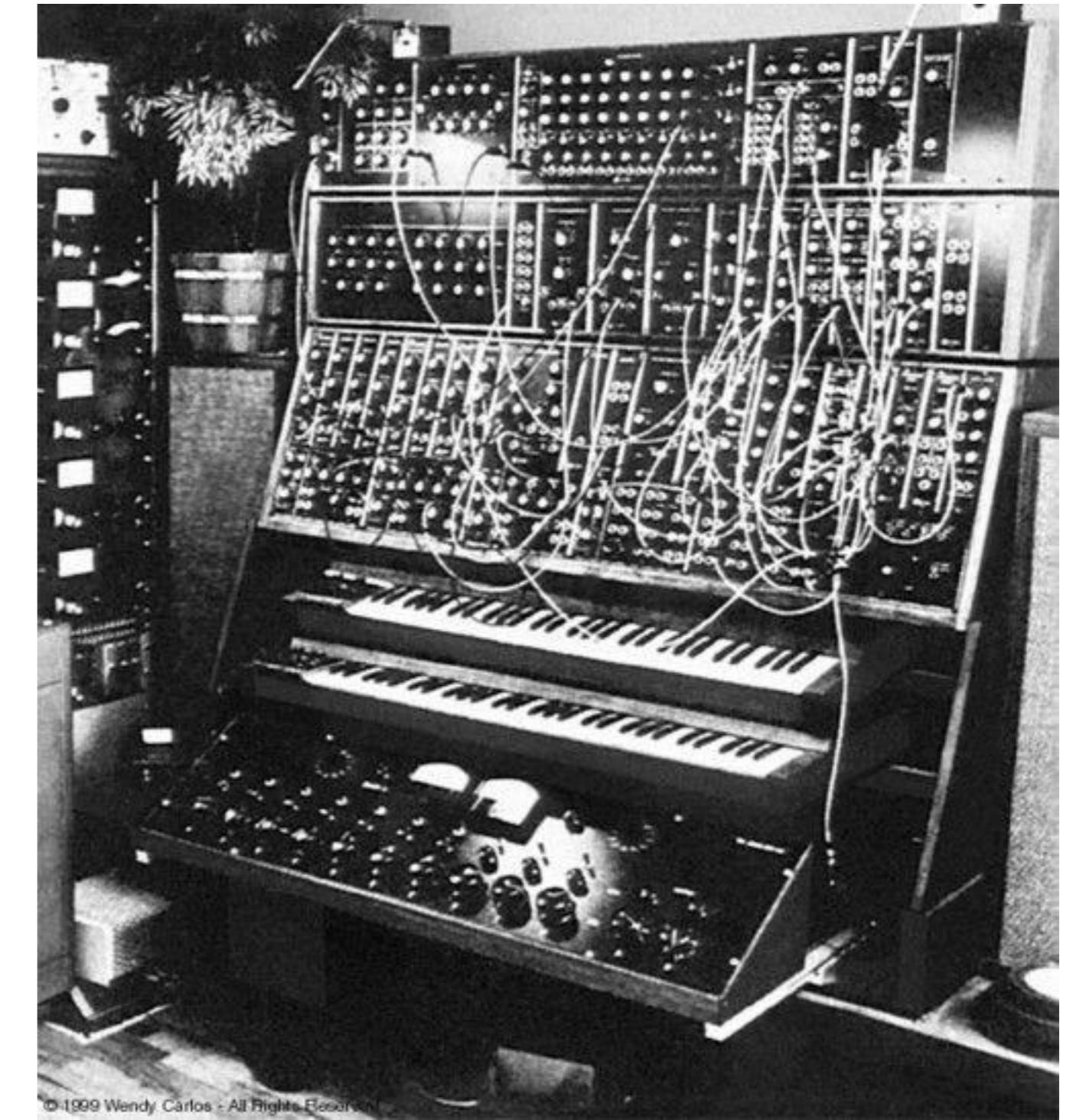
I downloaded the note from YouTube, the synth image is just for dramatic effect*

Summative.

Unfortunately due to an Incident on SWR, I could not make it to class to present. But here are all the deliverables, Reflective report and Poster.

20:00
1 April 2024

Kazuo Ohno & Tatsumi Hijikata
at Printworks

Final Outcome 🔗

Reflective Report

Butoh Motion Poster Design

For my motion design project for the Message 2 module at Ravensbourne University, I chose to create a motion graphic poster for a dance event, focusing on Butoh Dance. The goal was to convey the essence of the dance using typography and motion.

Throughout the project, I faced challenges in understanding the dance style and familiarizing myself with Butoh, which was new to me. I still chose to work with Butoh as it encouraged me to get out my comfort zone and learn about something very different and culturally impactful. I successfully learned a lot about Butoh, along with After Effects and enhanced my motion design skills, discovering various features and influences in the process.

Personal tutorials with tutors helped me understand concepts such as visual hierarchy and bold design decisions, which greatly influenced my approach. Incorporating feedback, I redesigned layouts and experimented with motion graphics, realizing the impact of font selection on the overall poster design. Talks with Andrew and Richard were very insightful design wise as well as teaching me about After effects and solving technical problems.

The choice of typefaces was very intentional, and I feel very confident with the way I portrayed Butoh artform through visual language and motion. I experimented with a lot of different styles in Indesign before finally landing on the final look.

In addition, my research process for this project was extensive. I utilized various resources including Google Search, YouTube, Wikipedia and Chat GPT to learn about Butoh. I explored historical references, cultural aspects, interviews, performances, and music related to Butoh dance. This research also involved delving into linguistic aspects by translating the essence of Butoh into Japanese for the event title, which I titled "Ankoku Buyou"(Dance of Darkness in japanese).

In conclusion, this project provided valuable learning experiences in motion graphics, After Effects, poster design, Butoh, creative ideation, critical thinking, and approaching motion graphics from a graphic design perspective.

Anand Macwan

LOOP

Conclusion

This Project was challenging and exciting. I learned about After Effects and Motion Graphics for the first time. I learned about visual hierarchy, typography, how motion influences viewers experience.

I also practised core skills like research, time management, decision making, working with the dimension of time in design and creating visually appealing concepts.